



Be Californian. Buy California Grown.

## **Meeting Notice and Agenda Buy California Marketing Agreement Marketing Committee**

**Date:** Wednesday, February 12, 2003  
**Time:** 10:00 a.m.  
**Location:** 1521 "I" Street, Sacramento, CA 95814

### **Agenda**

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|------------|---|----------------|
| 10 a.m.    | 1. <b>Call to Order</b>   | Dennis Balint  |
|            | 2. <b>Roll Call, Welcome and Introductions</b>  |                |
|            | 3. <b>Approve Agenda</b>  |                |
|            | 4. <b>Approve Minutes of 1-28-03 Meeting</b>  |                |
|            | 5. <b>Chairman's Report</b>   | Dennis Balint  |
| 10:15 a.m. | 6. <b>Review of Consumer Research Projects</b>  | Scott Horsfall |
| 11:00 a.m. | 7. <b>Advertising Subcommittee Reports</b>  |                |
|            | a. January 27, 2003 Meeting Report  |                |
|            | b. Approve 2003-2004 Media Plan   |                |
|            | c. Approve Creative Concepts  |                |
|            | d. Approve Additional Programs and Activities   |                |
| 12:30 a.m. | <b>Lunch</b>  |                |
| 1:15 p.m.  | 8. <b>Trade Merchandising Subcommittee Report</b>   |                |
|            | a. February 3, 2003 Meeting Report  |                |
|            | b. Approve Retail Promotion Framework/Program   |                |
|            | c. Approve Additional Programs/Activities   |                |
|            | d. Retail Advisory Committee – Next Meeting   |                |
| 3:00 p.m.  | 9. <b>Public Relations Report</b>   |                |
|            | a. Update on PR RFP   |                |
| 3:20 p.m.  | 10. <b>Approve Recommended Budget</b>   |                |
| 3:40 p.m.  | 11. <b>Closed Session</b> – closed session pursuant to California Government Code 11126(a) regarding the appointment, employment, evaluation or performance, or dismissal of an employee. |                |
| 3:45 p.m.  | 13. <b>Adjourn</b>  |                |

NOTE: Each of the agenda items listed above will include discussion and possible action by the Committee/Board. Meeting room assignments are subject to change.



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A copy of this meeting notice can be found at  
<http://www.cdfa.ca.gov/mkt/mkt/meetings.html>